



Mastering REAL ESTATE TEAMS

Agent Sessions

★ Team Dynamics: Building Successful Teams in Today's Marketplace

Everything good about teams can be lost without the proper knowledge, guidance or experience. You must hire right, share core values, manage the performance of your sales people, and provide tools and training that matter. This session is built on the 5 stages of growing a successful and profitable team, and how you can avoid the predictable pitfalls that Teams can create. Learn from someone with more than 20 years of "in the trenches" experience addressing every aspect of Real Estate Teams!

★ Team Dynamics 2.0: Taking Your Team to the Next Level

Could Your Real Estate Team use some "Tweaking"? Maybe it's time for a Team Tune Up! If you had the opportunity to join Pam for Team Dynamics, then her newest session, loaded with the latest and greatest for Team Leaders, is what you've been waiting for! Tune up your systems, fire up your team associates, polish up your leadership skills and double up your production by perfecting YOUR team's performance, culture and business plan. Even if you're just considering the concept of growing a team, DON'T do it without learning first hand from Pam's 20+ years of developing successful real estate teams!

★ Team Dynamics Hour of Power Sessions

Great one hour modules on individual topics that matter to today's Real Estate Team Leaders! Topics include...Hiring Qualified Real Estate Assistants, Defining Your Real Estate Team Agreements, Systems to Streamline Your Team Experience, Leadership Principles for Today's Team Leaders, Hiring Right...Behavioral Testing for Team Associates, Leads, Leads and More Leads, and much more!

Agent Webinar Series or 1-1.5 Hour Stand Alone Convention Sessions

★ Team Dynamics Webinar Series for Agents

Regardless of whether you experienced Team Dynamics in a convention setting or through attending a one or two day course, the Team concept requires more than an initial overview of its concepts. Healthy Teams are basically a microcosm of a healthy office, built on sound principles of leadership, structure and culture and requiring the same ongoing attention to detail that any manager, broker or owner must give to their office/company. This 12 session series will provide the leadership and management tools a Team Leader needs in the daily practice of growing their team. We'll explore many of the principles of Team growth in much greater depth, allowing for Q/A at the end of each session. In addition, participants will have the opportunity to submit questions between sessions for discussion during the initial portion of the next session in the series.

Sessions Include:

- Defining Your Team . . . What YOUR Model?
- Mastery. . . Team Positions and Job Descriptions
- Feeding the Family . . . Leads, Leads and More Leads!
- After the Referral . . . Maintaining the Base of the Business Your Attract
- What Do You Own? Team Branding Strategies to Build Your Business
- Team Systems . . . The Secret to Success
- Business Planning for More than 1!
- Help! I Need Somebody! Hiring Administrative Talent and Building Support
- Hiring Right! Building a Dynamic Sales Force
- Team Agreements and Structuring Pay Plans
- Running Your Business like a BUSINESS
- Leadership vs Management . . . or a LOT of Both?

Broker / Manager Sessions

★ Team Dynamics for Brokers: Building Successful Teams in Today's Marketplace

Many of today's agents are considering creative ways to grow and insulate their business and are employing the team concept to do so. Others are feeling the pressure of being a one man or woman show and the challenges of keeping the rest of their life in balance. For them, the team concept represents a vehicle for "buying back their life."

A well-run team can improve the consumer experience by developing systems that streamline the process and insure consistency, allot more time to each client due to the sharing of labor, and provide areas of specialized assistance through team members who are highly experienced in niche areas of the real estate business.

Broker/Owners, may not be quite sure how this business model fits into the big picture OR their existing office structure. In reality, embracing teams can be one of the best things that has ever happened to an office environment . . . or the worst! Without the proper knowledge, guidance or experience, Teams can become one of the greatest distractions that a Broker/Owner, a productive Agent or an office will ever experience. This session will include a lively discussion about the 5 stages of growing successful and profitable teams. Broker/Owners will learn how to help their agents avoid the predictable pitfalls that Teams can create, including how to recognize when a team is "growing out of order! In addition, they'll hear tips and strategies for providing specialized coaching and mentoring to their most productive Agents...a competitive edge that Brokers/Owners can maximize in today's competitive real estate marketplace!

★ 50 Questions a Broker Should Answer Before Starting Teams

The growth of an office or company through the development of real estate teams can be the BEST thing or the WORST thing that's ever happened to an office or company culture. Finding win-win solutions and a culture that benefits both the aspiring producer and the office or company that supports them starts with an intentional focus on developing policies and procedures specific to the Team Business Model.

Closing the barn door AFTER teams start to flourish and issues arise can put your relationships with your Top Producers at risk. In this session, you'll receive a list of over 50 Questions that a Broker should ask and answer before starting Teams. Questions regarding team leader qualifications, the application of company benefits and support, how commissions and fees will be appropriated and who will control the hiring and termination process are just a selection of the policies and procedures discussed in this insightful and in-depth session. Learn how to create healthy boundaries NOW that allow teams to grow and align with your existing office culture. The Result? You'll enjoy stronger, more profitable relationships with your Top Producers, between your Agents, and with Brokers and Owners, alike!

★ Team Dynamics Webinar Series for Brokers

Team Dynamics for Brokers' Webinars serves two purposes: To review the information shared during the Team Dynamics Webinar Series for Agents for that month, and to also consider the information from the viewpoint of the Office Manager/Owner. Each webinar coaching session will include a 5 to 10 minutes Q/A session, allowing the Office Managers/Owners to ask any questions they may be having about the process, in general, or questions specific to the last Agent webinar presented prior to their session.

If there's a healthy level of participation in a Broker webinar series, then any Office Manager/Owner who participates in that webinar series may also participate in the Agent webinar series at no cost. There would be additional information included from time to time that is appropriate for this Broker group that wouldn't be discussed in the Agent Webinar. *Suggested format: 1 webinar monthly for 6 months.*

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More About Pam: <https://realestate-speakers.com/listings/pam-ermen/>

Pam Ermen is a Proud Part of the BettsWorks Team of Speakers

